



# Introducing the NMEP Partners Kit



## Purpose of the Kit

The National Medicare Education Program (NMEP) Partners Kit is designed to help members of the NMEP Alliance Network communicate important messages about Medicare to their affiliates, members, beneficiaries, and other constituents. The materials included in this kit will aid you in educating your affiliates and members about the NMEP and the Medicare & You campaign and aid affiliates and members in educating beneficiaries about Medicare and health plan choices.

## Kit Contents

The Health Care Financing Administration (HCFA) is committed to providing NMEP partners with the information and tools that you need to help local affiliates and members educate beneficiaries. As the latest facts on Medicare benefits, health plan choices, and reliable sources of information become available, you will be provided with factsheets, sample newsletter articles, and other materials.

The kit container has room to hold materials that will be sent to partners throughout the NMEP's multiyear Medicare & You campaign. The kit's divider-and-tab format provides ready access to the messages, materials, and tools that the NMEP develops. The kit format also will help you store copies of NMEP background materials, resource directories, press releases, and other materials that will help you as a key Medicare information resource.

**The following dividers are designed to store and provide fast access to various types of kit materials.**

- **NMEP and Alliance Network**—This section contains materials that provide background information on the NMEP and its Alliance Network. You may also want to store NMEP Coordinating Committee and Task Force materials in this section.
- **Partners Tools**—This section is designed to hold materials that help you educate your affiliates and members and that help them inform beneficiaries about Medicare benefits and choices. Materials may include sample newsletter articles for partner and affiliate newsletters, tip sheets for answering questions that beneficiaries frequently ask, and factsheets for partners and affiliates.
- **Beneficiary Materials**—Materials in this section will help your organization, affiliates, and members disseminate clear, consistent NMEP messages to beneficiaries and the individuals who assist beneficiaries with decision-making. Materials intended for storage in this section include sample articles that can be inserted into newsletters and bulletins for beneficiaries, reproducible factsheets for distribution to beneficiaries, and camera-ready

flyers and posters that affiliates and members can personalize and reproduce to announce local activities in senior group settings.

- **Media Materials**—This section is intended to hold Medicare & You materials, such as press releases, scripts for audio news releases, and public service announcements, that can support local media efforts by your affiliates and members. These materials will be sent to you as they are developed to correspond with various aspects of the NMEP's multiyear Medicare & You campaign.
- **Resources**—You can use this section to store lists of sources of additional information on Medicare and beneficiaries' health plan choices and copies of other HCFA resources.

## **General Tips for Using the NMEP Partners Kit**

Suggestions for using specific kit materials will be included with every mailing. The following general tips are provided to stimulate your own ideas about ways to use the Partners Kit to educate your affiliates and members and to assist them in educating beneficiaries.

### **Educate and Assist Affiliates and Members**

- ★ Include a copy of the NMEP factsheet in your regular mailings to affiliates and members.
- ★ Tailor sample articles on the NMEP and Medicare for placement in your organization's regular newsletter or magazine.
- ★ Insert a copy of reproducible kit material (e.g., poster, factsheet) in organization publications or regular mailings and encourage affiliates and members to photocopy it for distribution.
- ★ Direct local affiliates and members to the NMEP Partners Web site at [www.medicare.gov/nmep](http://www.medicare.gov/nmep) so that they can download clean copies of kit materials themselves for duplication and distribution.
- ★ Hand out copies of the NMEP factsheet and other kit materials at member conferences and meetings.
- ★ Send news releases to affiliates for release to local media interested in covering the Medicare & You campaign.
- ★ Use news releases as the basis for feature articles for your organization's newsletter.

### **Educate Beneficiaries**

- ★ Reproduce beneficiary materials and distribute them in appropriate settings such as senior centers, doctors' waiting rooms, pharmacies, libraries, and worship centers.
- ★ Tailor sample newsletter articles for placement in publications that target beneficiaries.
- ★ Use reproducible factsheets as drop-in feature articles for newsletters that reach beneficiaries.
- ★ Personalize flyers and posters to announce local educational sessions or telephone information lines for beneficiaries.
- ★ Use flyers or posters as ads in a senior citizen bulletin or community newsletter.